



UFC® FACT SHEET

WHAT IS THE ULTIMATE FIGHTING CHAMPIONSHIP® (UFC®)?

The UFC is the world's leading mixed martial arts sports organization. The UFC brand was purchased in January 2001 by Zuffa, LLC, a company with strong leadership and a depth of management experience across a spectrum of live event sports, television production and ancillary business development. The new UFC is the standard bearer for the evolving and exciting sport of mixed martial arts.

WHAT IS MIXED MARTIAL ARTS?

Mixed Martial Arts (MMA) is an evolving sport in which athletes use interdisciplinary forms of fighting that include jiu-jitsu, judo, karate, boxing, kickboxing, wrestling and others to their strategic and tactical advantage in a supervised match. Similar to boxing, MMA events are regulated by many state athletic commissions under stringent rules and regulations.

IS MIXED MARTIAL ARTS SAFE?

Yes, when conducted within the regulated environment of state athletic commissions, the sport of MMA can be very safe. State regulation effectively eliminates "underground" fighting, and replaces it with medical testing for athlete safety, weight classes to prevent mismatches, trained referees and judges, consistent rules, standardized number and length of rounds, approved gloves, drug testing and many more necessary elements to protect the health and safety of the competitors. While this is a highly intense sport, fighter safety is of paramount concern to UFC ownership and management. It is noteworthy that no competitor has ever had a life-threatening injury in a UFC event, and there has never been a death in any regulated MMA event.

WHAT IS ULTIMATE FIGHTING® IN THE UFC?

Ultimate Fighting® competition is a proprietary term of the UFC. It is defined as MMA competition between high level professional fighters who utilize the disciplines of jiu-jitsu, judo, karate, boxing, kickboxing, wrestling, and other forms in UFC live events. UFC competitors or Ultimate Fighter® athletes are among the best-trained and conditioned athletes in the world.

WHAT ARE UFC PROGRAMS?

The UFC presents a series of international competitive MMA events on Pay-Per-View television several times a year. The programs are aired live, tape-delayed or other formats in over 100 countries worldwide. UFC also airs original programming on Spike TV in the United States, Bravo TV in the UK and on other networks around the world. The Ultimate Fighting Championship is committed to providing the highest quality live event and television production available to entertain and engage viewers in a fascinating sport.

WHAT DISTINGUISHES UFC FROM ITS COMPETITORS?

The elite level of its competitors, also known as Ultimate Fighter® athletes.

The UFC brings together the most talented martial arts experts in the world. UFC athletes come from the USA, Canada, Brazil, Japan, Russia, Holland, England, etc. All UFC athletes have previous contact sports experience and many are world or Olympic champions. UFC athletes train six hours a day or more in preparation for an event. Almost all have studied martial arts as a lifelong vocation and many are college educated. In addition to their UFC careers, many of these athletes also own their own businesses. They are also students, professionals or managers working for diverse types of companies. But it is the success, discipline and focus of the Ultimate Fighter that makes him different from just about any other competitor in or out of mixed martial arts.

THE OCTAGON™

The octagonal competition mat and cage design are a registered trademark and trade dress of Zuffa, LLC and are symbolic of the highest quality mixed martial arts events presented under the UFC brand name. In 1993, UFC events were the first to feature an eight-sided competition configuration which has become known worldwide as the UFC Octagon™.

The UFC organization has established a reputation for providing the maximum safety to the fighters with state athletic commission-approved ring structures, canvas, and all safety padding and fences. Zuffa makes major investments to ensure the safety of competitors in the UFC Octagon – as a result, when people see the UFC Octagon they associate it with the reputation and quality delivered only by Zuffa at UFC events.

STATES THAT SANCTION AND REGULATE MIXED MARTIAL ARTS:

- ARIZONA
- CALIFORNIA
- COLORADO
- DISTRICT OF COLUMBIA
- FLORIDA
- GEORGIA
- IDAHO
- IOWA
- KANSAS
- LOUISIANA
- MISSISSIPPI
- MISSOURI
- NEBRASKA
- NEVADA
- NEW JERSEY
- OHIO
- OKLAHOMA
- OREGON
- PENNSYLVANIA
- TEXAS
- UTAH
- WASHINGTON

The sport is also sanctioned and regulated by Mohegan Sun Tribal Athletic Commissions.

UFC ECONOMIC IMPACT:

Top 10 Boxing and MMA Gates 2006
Nevada & California

		Date	Promoter	Main Event	Gate	Venue
1	Boxing	05/06/06	HBO	De la Hoya/Mayorga	7,636,000	MGM Grand
2	MMA	12/30/06	UFC	66 Liddell/Ortiz	5,397,300	MGM Grand
3	Boxing	04/08/06	HBO	Mayweather/Judah	4,046,450	Thomas & Mack
4	Boxing	02/25/06	HBO	Vargas/Mosely I	3,510,700	Mandalay Bay
5	MMA	02/04/06	UFC	57 Liddell/Couture III	3,382,400	Mandalay Bay
6	MMA	07/08/06	UFC	61 Sylvia/Arlovski III	3,350,773	Mandalay Bay
7	MMA	08/26/06	UFC	62 Liddell/Babalu	3,040,880	Mandalay Bay
8	Boxing	11/18/06	HBO	Pacquiao/Morales	2,931,650	Thomas & Mack
9	MMA	05/27/06	UFC	60 Hughes/Gracie	2,900,090	Staples Center
10	Boxing	07/15/06	HBO	Vargas/Mosely II	2,863,900	MGM Grand

THE UFC DRAWS RECORD-BREAKING, SELL-OUT GATES AT MAJOR VENUES:

- **UFC 71: LIDDELL VS. JACKSON**, at a sold out MGM Grand Garden Arena May 26, 2007, was attended by 14,325 and grossed a gate of \$4.3 million, which was the second largest MMA gate ever in North America.
- **UFC 68: THE UPRISING**, at a sold-out Nationwide Arena in Columbus, Ohio March 3, 2007, had a gross gate of over \$3 million, and was attended by 19,049, the largest audience ever for an MMA event in North America.
- **UFC 66: LIDDELL VS. ORTIZ 2**, at a sold-out MGM Grand Garden Arena December 30, 2006, was attended by 14,607 and grossed a gate of \$5.4 million, which was the largest MMA gate ever in North America.
- **UFC 65: BAD INTENTIONS**, at ARCO Arena November 18, 2006 was attended by over 15,300 people with a gate of \$2.7 million.
- **UFC 61: BITTER RIVALS**, at Mandalay Bay Events Center July 8, 2006, had 11,297 in attendance with a gate of \$3.3 million.
- **UFC 60: HUGHES VS. GRACIE**, at STAPLES Center May 27, 2006, had more than 14,300 in attendance with gate revenue of nearly \$3 million. This was the UFC's first event in Los Angeles.
- **UFC 59: REALITY CHECK**, at the Arrowhead Pond of Anaheim April 15, 2006, was the UFC's fastest sell-out, packing the arena with more than 17,100 people with gate revenue of nearly \$2.2 million. The event broke the UFC's attendance record and was the first UFC event ever to take place in the state of California.